



# COLOUR **FORGE**

## *SIGNATURE SERIES*

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**BRAND GUIDELINES**

[www.thecolourforge.com](http://www.thecolourforge.com)

## Brand logo Types - Signature Series A handy reference on our different logos

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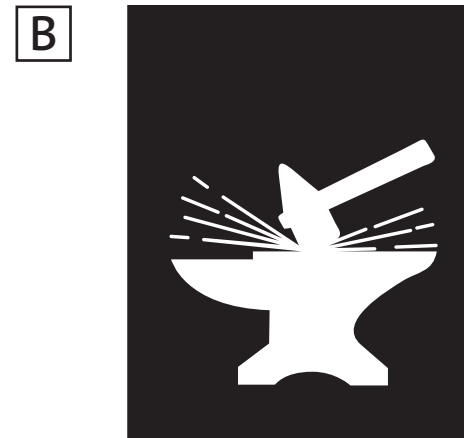
The Colour Forge Signature Series uses a combination of a logo and icon, that can be used on their own or in combination. If both are used the title logo (a) must be below the signature icon (b).

The use of the standard Colour Forge logo in its mono form is also permitted for use with the Signature Series branding (c)(d).

Icons and Logos may be changed to any flat colour that is associated with the Brand (See Brand guidelines) as well as white. Do not use any colour outside of the brand guidelines.



Colour Forge Title Logo



Colour Forge Signature Icon



Colour Forge Mono Colour Logo - Stacked



Colour Forge Mono Colour Logo - Hobby Supplies

## Brand logo

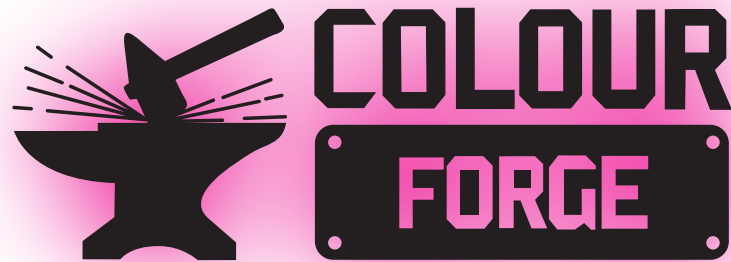
A handy reference on how our logo should be handled



Do Not place the logo close to other elements. Leave a 5mm margin around the logo.



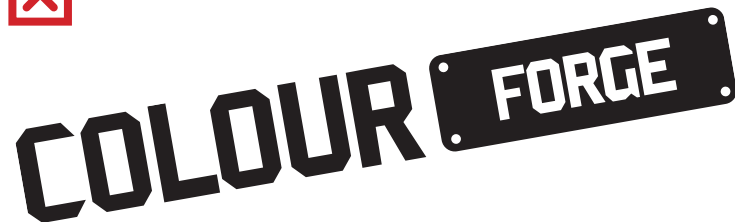
Do Not add unnecessary embellishments like drop shadows, glows etc. to the logo.



Do Not tilt, rotate, stretch, skew or distort the logo in any way.











All rules apply to all variations of the Colour Forge logo used in Signature Series. If you are unsure please contact The Colour Forge



# Brand Colours - Signature Series

A handy reference for our colour palette

The Colour Forge as its brand name suggests, is a brand that utilizes colour in all aspects of its marketing. Signature Series uses a heavy contrast between monochrome backgrounds and eye catching brighter colours. There are no colours that are off limits when creating elements for The Colour Forge, but a heavy focus on the 8 signature colours should be used. Along with the main colour forge gradient colours.

		
Signature Yellow	Signature Red	Signature Pink
CMYK C 0% / M 40% / Y 100% / K 0%	CMYK C 32% / M 100% / Y 95% / K 49%	CMYK C 0% / M 86% / Y 6% / K 0%
RGB R 247 / G 167 / B 11	RGB R 111 / G 21 / B 16	RGB R 233 / G 62 / B 137
Hex Code #f7a70b	Hex Code #6f1510	Hex Code #e93e89
		
Signature Blue	Signature Peach	Signature Pale Flesh
CMYK C 64% / M 2% / Y 23% / K 0%	CMYK C 20% / M 59% / Y 69% / K 8%	CMYK C 38% / M 31% / Y 38% / K 13%
RGB R 83 / G 188 / B 201	RGB R 195 / G 117 / B 80	RGB R 158 / G 154 / B 143
Hex Code #53bcc9	Hex Code #c37550	Hex Code #9e9a8f
		
Signature Blue Grey	Signature Brass Gradient	
CMYK C 27% / M 4% / Y 19% / K 0%	Light	
RGB R 199 / G 222 / B 214	CMYK C 33% / M 43% / Y 52% / K 25%	
Hex Code #c7ded6	RGB R 151 / G 124 / B 103	
	Hex Code #977c67	
	Dark	
	CMYK C 45% / M 54% / Y 64% / K 53%	
	RGB R 95 / G 75 / B 58	
	Hex Code #5f4b3a	

# Brand Colours - Colour Forge Gradient

A handy reference for our colour palette



Purple

CMYK C 65% / M 94% / Y 27% / K 18%  
RGB R 106 / G 43 / B 99  
Hex Code #6a2b63



Red 1

CMYK C 21% / M 94% / Y 60% / K 12%  
RGB R 181 / G 41 / B 69  
Hex Code #b52945



Red 2

CMYK C 9% / M 97% / Y 89% / K 2%  
RGB R 212 / G 31 / B 37  
Hex Code #d41f25



Orange 1

CMYK C 7% / M 74% / Y 89% / K 1%  
RGB R 223 / G 92 / B 41  
Hex Code #df5c29



Orange 2

CMYK C 6% / M 61% / Y 81% / K 0%  
RGB R 230 / G 123 / B 59  
Hex Code #e67b3b



Yellow 1

CMYK C 6% / M 26% / Y 65% / K 0%  
RGB R 241 / G 194 / B 108  
Hex Code #f1c26c



Yellow 2

CMYK C 27% / M 13% / Y 68% / K 1%  
RGB R 203 / G 199 / B 107  
Hex Code #cbc76b



Green 1

CMYK C 51% / M 11% / Y 80% / K 0%  
RGB R 146 / G 180 / B 84  
Hex Code #92b454



Green 2

CMYK C 66% / M 8% / Y 86% / K 0%  
RGB R 99 / G 170 / B 77  
Hex Code #63aa4d



Green 3

CMYK C 77% / M 6% / Y 65% / K 0%  
RGB R 34 / G 165 / B 120  
Hex Code #22a578



Blue 1

CMYK C 78% / M 10% / Y 44% / K 0%  
RGB R 0 / G 163 / B 156  
Hex Code #00a39c



Blue 2

CMYK C 75% / M 19% / Y 26% / K 2%  
RGB R 43 / G 156 / B 178  
Hex Code #2b9cb2

## Brand Typeface

A handy reference for each of our fonts

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The Colourforge primarily uses strong sans serif typefaces throughout its marketing. For the marketing for the Signature Series, a cursive font is added to the approved list. (This typeface must only be used for Signature Series) These typefaces are used for both print and digital media. Some creative freedom is given to the size and weight of the typefaces, however they must be from the same font family.

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### Colour Forge Signature Series

- *HIGHEST PRAISE* -  
*REGULAR*

### Colour Forge Header Copy

- **FIRA SANS** -  
**EXTRA BOLD**

- **OSWALD** -  
**BOLD**

### Colour Forge Title Copy

- **ROBOTO** -  
**BLACK**

- **OSWALD** -  
**MEDIUM**

### Colour Forge Body Copy

- **ROBOTO** -  
LIGHT  
REGULAR  
**MEDIUM**

- **OSWALD** -  
EXTRA LIGHT  
LIGHT  
**REGULAR**

## Brand Imagery

A handy reference to give us the correct look

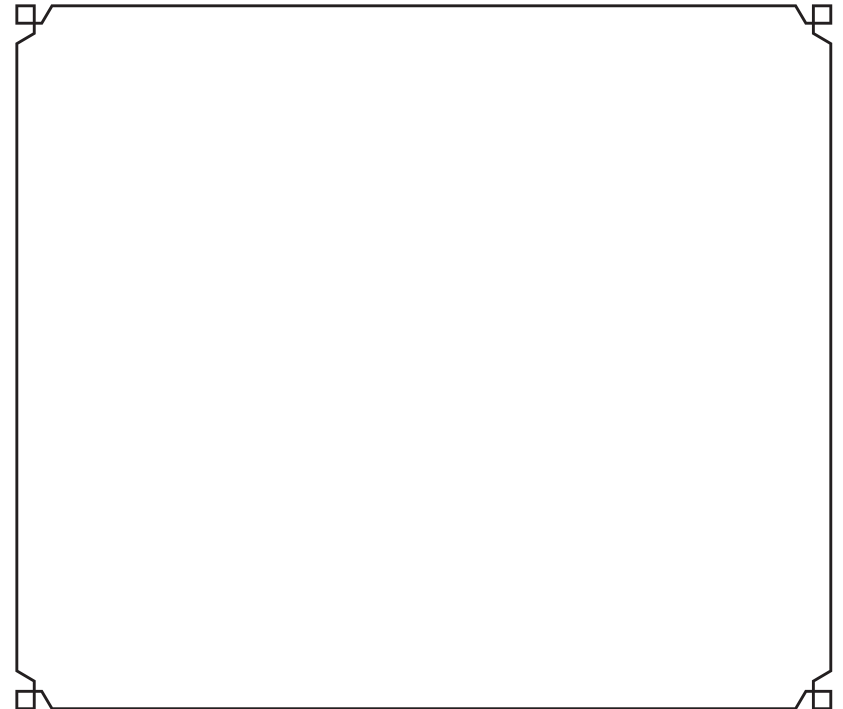
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The Colour Forges Signature Series uses a monochrome variant of the Colour Forge main brand image (featured below). This image can be used in all aspects of marketing The Colour Forge brand. The Signature Series also features a page border in all aspects of marketing. No other imagery may be used when marketing The Colour Forge brand, If you are unsure please contact The Colour Forge for approval.

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Monochrome Colourforge Background



Signature Series Border